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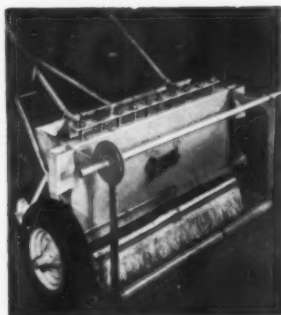


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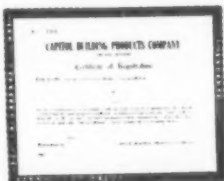
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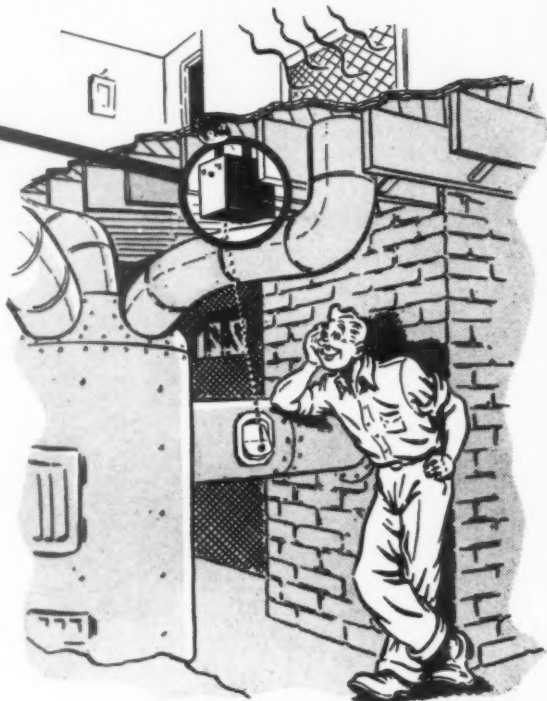
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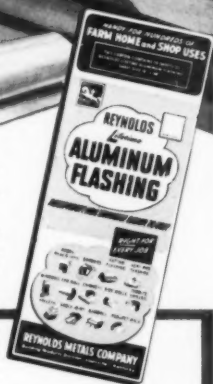
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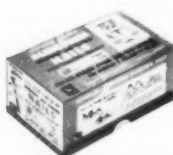
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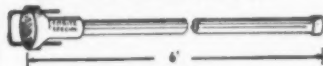
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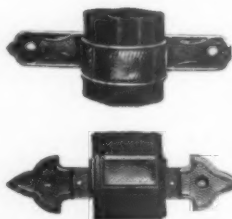
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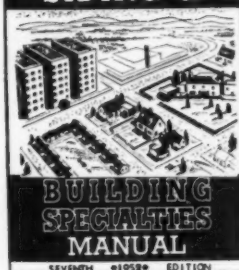
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RUBEROID REPORTER

NEWS OF INTEREST TO APPLICATORS • PUBLISHED BY The RUBEROID Co., 500 5TH AVE., NEW YORK 36, N.Y. • NO. 3

SHADOWEDGE PLUS COLOR-GRAINED OFFER APPLICATORS NEW SALES OPPORTUNITY!

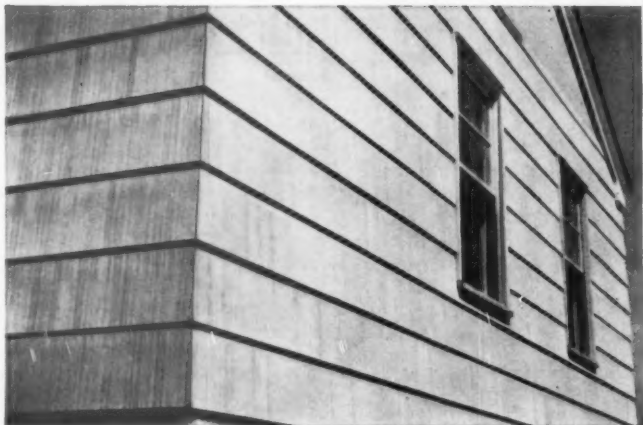
Sell the shadow and you'll sell more asbestos-cement sidewalls with ShadoWedge

Ruberoid's new ShadoWedge, a tapered asphalt undercoursing strip, is a brand new beauty aid, designed to boost asbestos siding sales. The principle is a simple one . . . ShadoWedge provides a unique, inexpensive way of "double-coursing" asbestos-cement siding shingles. It is a tapered asphalt strip approximately 1/16" thick at the head and 5/16" thick at the butt. This thick lower edge of the ShadoWedge strip thrusts the lower edge of the siding shingle forward . . . thus creating a rich, deep-shadow, thick butt appearance which is so desirable for shingled sidewall.

Doubles As Weather Strip

Improved appearance is only part of the story, however. ShadoWedge, which is essentially an asphalt weather strip, gives added insulation and more effective protection against weather. Further, it makes a more durable wall because it provides a cushion for the overlapping course of siding, which leads to tighter nailing and minimizes breakage of shingles during and after application. The large 12" x 36" strips go up fast and eliminate any necessity for sheathing paper or the joint strips otherwise required with asbestos-cement siding.

ShadoWedge may be applied over any type of board lumber, plywood, gypsum, fibreboard, or other type of sheathing material. This is because the same fasteners or nails that secure the siding secure the ShadoWedge. Conventional types of asbestos siding face



This corner view tells its own story of what ShadoWedge, combined with the natural beauty of Color-Grained Siding, will do. This combination of decorator color, texture and deep shadow-lines gives unsurpassed sidewall beauty.

nails or fasteners are used, except that they need to be a little longer to accommodate the extra thickness.

Here's The Real Pay-Off

Designed primarily for use with asbestos-cement siding, ShadoWedge may also be used with any other type of shingle or lapped siding. But the real pay-off comes when ShadoWedge is combined with Color-Grained Siding. It's a natural! Ruberoid Color-Grained Siding has proved a sensation in the siding market by itself. But, believe us, you've never seen a more beautiful

sidewall than Color-Grained Siding applied over ShadoWedge.

Ask your Ruberoid salesman for full information on Ruberoid's new ShadoWedge, and have him show you pictures of Color-Grained jobs applied with ShadoWedge. Better yet, go out and sell a ShadoWedge-Color-Grained job and you'll know you've hit the jackpot with this combination.

Why home owners and applicators acclaim this sensational combination

More and more applicators are discovering that the growing approval for asbestos siding helps make sales . . . and profits.

Color-Grained Siding has greatly accelerated that trend because, in addition to protection and economy, it offers a new concept in exterior home beauty. It has made the trend toward more colorful homes a practical reality for owners of old homes and builders and buyers of new homes.

With ShadoWedge it offers another plus feature . . . the beauty of deep-shadow lines and added insulation.

It offers a siding material that is economical in price, stable in price, available in ample supply, and above all gives the lasting satisfaction that means good will and good business.



It's fast and simple to apply Color-Grained Siding over ShadoWedge undercoursing strips. There's no need for sheathing paper or joint strips. ShadoWedge is essentially a weatherstrip and gives added insulation. It provides a cushion for the overlapping course, which leads to tighter nailing and minimizes breakage.

Nailing It Down

SUCCESS is not the result of selling a product for profit alone, according to E. N. "Pat" Rosenthal, President, Jones & Brown. Success comes from harmonious teamwork—of blending all operations, leading to the ultimate sale.

In small business, where a one-man organization exists, "teamwork" becomes a nonentity . . . but as an individual's business succeeds, demand grows and greater supply is necessary. This means expansion, and expansion means more people, and more people means "teamwork".

An example of aggressive and alert action on the part of businessmen in regard to "Green River" laws has been sent to AMERICAN ROOFER & SIDING CONTRACTOR by J. W. Metz of Muskegon Home Improvement Company, Muskegon Heights, Michigan. The following clipping from the home town newspaper should inspire other contractors along similar lines:

"George E. Ludwig, District Manager, Michigan Consolidated Gas Company, has been named as Chairman of Chamber's special committee to study a model ordinance prepared by National Better Business Bureau to regulate house-to-house canvassing. Other members of the committee are Messrs. Charles Cihak, Rolland Damm, Henry J. Douma, John J. Foley, John D. Gillette, Raymond Morency, Walter D. Plant, C. D. Van Vleck and Mrs. Geraldine Sheldon.

"Committee is representative of retailers, local agencies doing house-to-house canvassing, and consumers—the three groups primarily interested in such a proposal.

"Model ordinance provides for suitable registration of those engaged in house-to-house canvassing as a protection to the public. It does not prohibit such solicitation.

"Hackley Public Library points out in a letter to the Chamber that family libraries are frequently built up through sales made by the house-to-house canvasser, particularly of encyclopedias for school children, etc. It urges there be no ban on this type of selling." —S. H.

AMERICAN ROOFER

and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of
Roofing, Siding & Building Specialties Manual

Vol. 42

MARCH, 1952

No. 3

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 NERSICA Convention
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AMERICAN ROOFER & SIDING CONTRACTOR

MARCH

1952

Government Official Tells Roofers* Convention:

*Of the National Roofing Contractors Association, Chicago, January, 1952.

APPRENTICE MECHANICS NEEDED

First of 3 Parts

DEFENSE production is calling for many thousands of building trades craftsmen, in addition to those in the manufacturing trades. The mobilization of manpower for defense made enormous headway during the past year, but the goal is still far from reached.

When speaking of manpower mobilization most people have in mind employment in the manufacturing industries. While employment in those industries last year was the highest it has been since 1943, the peak production year during World War II; in the construction industry employment reached an all-time peak in 1951. Few people appreciate that fact.

The highest previous record for employment of construction workers was at the beginning of World War II in 1942, but that record was exceeded by many thousands in 1951.

Last year the construction industry was benefited by a two-fold expansion—the continuation of the unparalleled home building program, which began with the resumption of peace-time activities, plus the new accelerating expansion in the building of industrial plants required in the production of

By **W. F. PATTERSON**, Director
Bureau of Apprenticeship
U. S. Department of Labor

military equipment, and the building of houses for workers employed in those plants.

The industry started in January 1951 with 2,281,000 workers employed by construction contractors, 40 percent more than during the same month in 1942. By August of last year, 528,000



W. F. PATTERSON

ON OUR COVER

Do you think that this month's Cover-Of-The-Month is just a beautiful shot of a new house? How many contractors would say that it is a new home? How many would say it's a residing job? Residing?—You really think so? Would you bet on it?

Take the bet. It IS a residing job.

The house shown, which can be seen at 10048 So. La Salle Street, Chicago, Illinois, originally had wood siding. It was resided with Glatex Asbestos Cement Shingles, a product of United States Gypsum Company.

Architects for this home were Buss and DeKreek. The builder was Mr. Conrad Carlson.

The unusually artistic photograph of this beautiful job of home modernization was taken by Hedrich-Blessing Studios.

more workers had been added, making a total of 2,809,000. This was 233,000 more than in August 1942, the peak month during World War II.

After August there was the usual seasonal decline, and in November employment dropped to 2,637,000. Despite this decline, however, there were 61,000 more construction men on the job that month than in August 1942, the peak year month for construction.

Another point with respect to manpower mobilization is that the construction industry—in terms of employment percentage increase—exceeded the manufacturing industries

(Continued on Page 32)

The first 100% mechanized built-up roof has been applied

The mechanized built-up roof is here to stay! Mr. Baier tells how, for the first time, a roof was entirely applied by mechanized equipment. Readers of *American Roofer & Siding Contractor* received their first report on a partially mechanized built-up roofing application in the August, 1951 issue. Now, hardly a year later, comes the first story of a *completely* mechanized operation.

A very large part of the equipment used by Mr. Baier, including the cart-wheeled gravel-spreader, and the automatic felt-layer, (which also spreads pitch), is manufactured by the Aeroil Products Company, Inc., a pioneer in providing mechanical equipment for the industry. Economy Roof Company also purchased other mechanized equipment used on this job from the Aeroil Products Company, including the swinging steel hoist.

DOUGLAS AIRCRAFT'S large new warehouse building near the Los Angeles International Airport, with over 320,000 square feet of roof area, has received the world's first built-up roof to be applied by an entirely mechanical method.

The building has a flat steel roof deck and is covered with one inch of fiber insulation and three layers of 15# felt with a topping of 400# of gravel per square.

Roofs of this type usually consist of hot asphalt or tar, roofing paper, and gravel or slag. They are applied in a step-by-step process, whereby each layer of roofing is cemented to each

By R. L. BAIER, President
Economy Roof & Insulation Co.
Los Angeles, California

successive layer of roofing with hot liquid asphalt, followed by a heavy flood coat of asphalt or tar. Gravel or slag is embedded in the liquid while it is still hot.

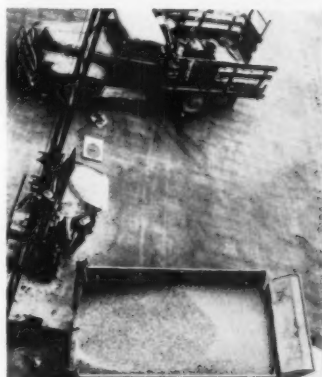
With the standard of living of labor continually increasing in all phases of industry, whether it be in production of goods or for construction, our basic need is to reduce costs by developing machines or techniques which lessen the burden on the mechanics and yet increase their total production.

The roofing industry, which has been until recently possibly the most antiquated and unmechanized of all the building trades, is due for some radical changes. It has been practically unchanged since the turn of the century. The industry has practiced the same old methods, slow, back-breaking handling of heavy materials, until recently, when new types of machines and equipment made possible a scientific and mechanical approach to this problem.

Comparison With Hand Methods

To compare, we will take the old and conventional methods of installing a commercial built-up roof. First, asphalt

or tar is melted in a kettle, drawn off in buckets, which, by ropes, pulleys and derricks and brute strength, are pulled up to the roof top where the buckets are carried away by hand to the point of application. Then a roofer with a mop dunks the mop in the bucket of hot asphalt, removes it, and spreads the hot stuff like mopping a floor. At the same time roofing paper



Right: Mechanical loader carries gravel from truck directly to roof top. At roof top hopper empties directly into cart-wheeled gravel spreader. See finish of operation on page 19.



All photos courtesy Aeroil Products Co., Inc.

Comparison between mechanical and hand methods is shown in the two photos above. At right, the hot asphalt is being mopped in by hand, followed by two men who are spreading gravel with shovels. At left, the felt layer is being used to apply the hot bitumen, while the gravel spreader follows it immediately, spreading gravel automatically and evenly.

is being pushed or otherwise laid into this mopping of hot asphalt.

After several layers of roofing have been laminated in this fashion dippers are employed to pour asphalt or tar on the surface. Into this coating, while it is still hot, a man shovels gravel from a wheelbarrow-delivered pile and applies it like spreading fertilizer with a fork. This is the way all commercial roofs have been applied for the last fifty years.

The New Method

This type of roofing is now being applied in a fraction of the time required by the old back-breaking methods and with much better results. The asphalt or tar is heated to fluid consistency in kettles on the ground and is mechanically pumped to the roof and then transported to the working area on rubber-tired carts which can carry six or eight buckets in each load. The insulation board, the roofing felts and the gravel are raised to the roof by high-speed automatic conveyors, and likewise transported to their points of use by roller conveyors or rubber-tired carts.

Felt Layer Does Double Duty

The hot asphalt or tar is applied to the deck by using a "felt layer" as an automatic spreading device which applies a more uniform layer much

faster than the old hand-mopped method, and then the insulation board is set into this while it is hot.

The roofing felts are applied over the insulation by using the "felt layer" as both an applicator for the hot bitumen and as a means of laying the felt smoothly, free from wrinkles, undisturbed by wind and as fast as a man can normally walk.

Next, the heavy cumbersome gravel is spread into another heavier application of "hot stuff", which has been applied by the felt layer in the same manner as that over the insulation.

Mechanical Gravel Application

The gravel application is done automatically by a mechanical cart-wheeled spreader. This machine picks up the gravel at the roof hopper, which is located at the top side of the "loader", transports it to the point of application, and, after the opening of a gate valve, automatically and evenly spreads it into the hot bitumen.

The gravel is spread so thoroughly that absolutely no voids occur, which cannot be said for the old hand method. The machine is so constructed that the gravel being applied pushes a "wave" of hot tar before it, and thus each piece of gravel is thoroughly "stuck" in place.

The total costs, including application

and labor, for this type of industrial roofing, has been cut in half by the use of these new machines and techniques.

Faster Operation At Less Cost

A stop-watch check showed that with the new mechanical gravel spreader nine tons of gravel was put in place in less than an hour by a crew of eight men. This amounts to 4500 square feet per hour, counting transfer of gravel from the truck on the ground to the automatic conveyor, thence to the hopper on the roof, to the gravel spreader carts and finally spreading into place. Thus, gravel spreading costs have been reduced to about one-third of the old method.

On the Douglas Aircraft job careful cost comparisons were kept. The price per square mechanically laid came to \$9.60. Similar areas with the same specifications applied by the old "rope and bucket" method came to at least \$14. Hourly output of a ten-man crew with mechanized equipment was 7 squares; without the equipment, $3\frac{1}{4}$ squares.

Most of this equipment has been available to the trade for the last year or so (i.e. the asphalt pump, the hot stuff buggies, the felt layer, various hoists and material conveyors), but this is the first job for the new gravel

(Continued on Page 36)

Built-up roofing and credit forums to highlight convention

REPRESENTING for the first time contractors from coast-to-coast, members of NERSICA, now known as the National Established Roofing, Siding and Insulating Contractors Association, will hold their 10th Annual Convention and Exposition in New York City this year, for the second year in a row.

With almost 100 exhibitors already scheduled to show their wares, and a greater variety of products than ever before slated to be shown, the first convention of the Association as a national

organization promises to be far and away its biggest and best attended.

Site of the Convention has been moved about a mile and a station terminal away from last year's Hotel Commodore and Grand Central Station, to the Hotel Statler, opposite Pennsylvania Station. Dates are Monday, Tuesday and Wednesday, March 24th, 25th and 26th.

As at last year's Convention, the popular diversified type of program will be continued with forums on built-

up roofing, credit financing, and a mysterious "Session 6-6" given by a leader of trade association organizations, heading up the presentations.

Added features include a luncheon at which experts from the Division of Selective Credit Regulations of the Federal Reserve System, under Governor R. M. Evans of the Federal Reserve Bank, will discuss credit control Regulation "W". At the Tuesday luncheon two annual awards "for distinguished effort in the interest of the

Three-Day Program

An outline of the three day program follows:

SUNDAY, MARCH 23rd

Board of Directors Meeting and Advance Registration.

MONDAY, MARCH 24th

8:30 A.M. to 5:30 P.M.—Registration.

10:00 A.M.—Built-up Roofing Forum.

Subject: "Roof Decks," Elmer Dittmar, Administrative Assistant in Charge of Built-Up Roofing, Philip Carey Manufacturing Co.; J. A. Seifert, Product Manager, Building Materials, Koppers Co., Inc.

12:30 P.M.—Luncheon.

SPEAKERS Governor R. M. Evans of the Federal Reserve System. Mr. Evans is directly in charge of all installment credit controls and will discuss the general credit situation, with emphasis on maintenance, repair and home improvement field.

2:00 P.M.—SPEAKER: Arthur J. Frentz, Commissioner of the Title I program in FHA. He will discuss "Can Title I Be Improved?" Mr. Frentz will bring out points which he

thinks are in the interest of the public, the contractor and the government.

A panel, whose members will be representatives from four or more of the nation's largest lending agencies, will discuss various phases of Mr. Frentz's remarks. There will also be a discussion from the floor.

TUESDAY, MARCH 25th

10:00 A.M.—Built-Up Roofing Forum.

Subject: "Vapor Barriers and Blisters." Leaders for this second session are Ted Lyons of Johns-Manville Co. and Tyler Rogers of Owens-Corning Fibreglas Corp. Laboratories of both these companies are being drawn upon to provide exhibits demonstrating methods of meeting the problems involved in this important subject.

12:30 P.M.—Luncheon.

Inauguration of two annual awards for distinguished effort in the interest of the maintenance, repair and home improvement contractors, presented to (1) a person in public life and (2) a person in the industry other than a contractor. The recipients, chosen by a

committee from a number of names proposed, will be speakers.

2:00 P.M.—Annual Business Meeting.

The official change from "Northeastern" to the National Established Roofing, Siding and Insulating Contractors Association, Inc. will be consummated to effect the "nationalization" of NERSICA. Included are necessary changes in constitution and by-laws and election of officers.

WEDNESDAY, MARCH 26th

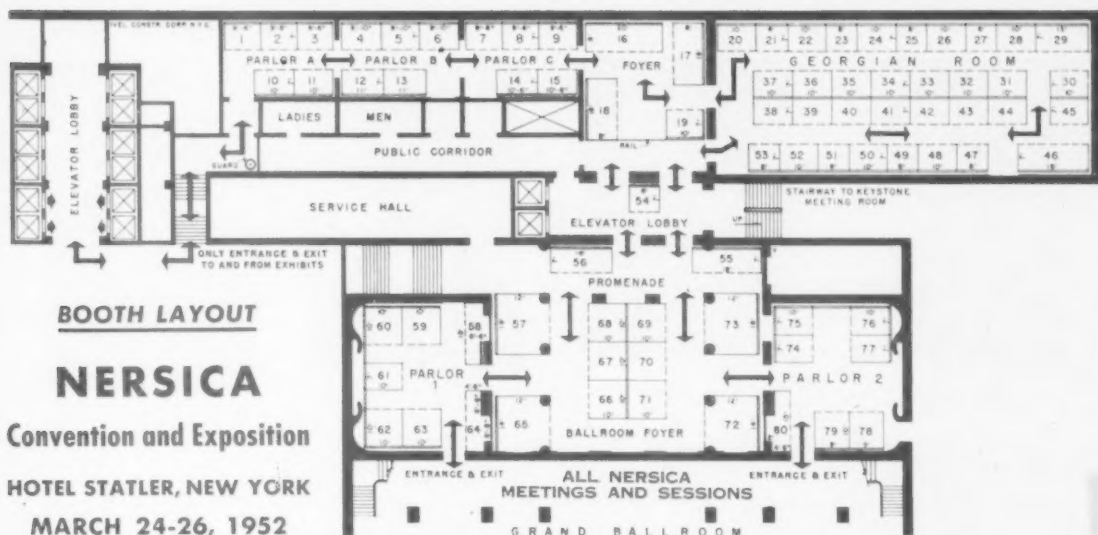
10:00 A.M.—Built-Up Roofing Forum.

Subject: "Temperature Controls of Hot Stuff." Led by Tom Dantz of Ruberoid Co. and Carl Timpe of Barrett Division. For the third time "live demonstrations" will be used with the assistance of manufacturers' technicians and makers of equipment.

12:30 P.M.—Luncheon.

SPEAKER: Reuel W. Elton, General Manager, American Trade Association Executives on the subject "Through the Looking Glass."

2:00 P.M.—"Session 6-6"



BOOTH LAYOUT

NERSICA

Convention and Exposition

HOTEL STATLER, NEW YORK

MARCH 24-26, 1952

NAMES OF EXHIBITORS AND KEY TO LOCATION OF BOOTHS*

Exhibitor	Booth No.	Exhibitor	Booth No.
Adams Engineering Company.....	56-A	Homasote Co.	50
Addex Corporation	10	Industrial Bank of Commerce.....	27
Aeroil Products Company, Inc.....	55	International Coatings, Inc.....	28
Aladdin Manufacturing Company.....	3	Jerith Mfg. Company.....	101
Allied Building Credits, Inc.....	51	Johns-Manville Sales Corp.....	43-44
Alumatic Corporation of America.....	16-17	Jones & Brown, Inc.....	72
Alumidor Manufacturing Co.....	8-9	Keasbey & Mattison Co.....	70
American Associated Companies.....	4	Kenitex Corporation	35-36
American Stained Shingle Co.....	25	Koppers Company, Inc.....	68
Arlite Industries, Inc.....	13	David Levow	24
Atomastic Corporation	97-98	Lockport Cotton Batting Co.....	69
Awnaire Corp. of America.....	12	Ludman Corporation	99-100
The Barrett Division.....	47-48	Matt Coil-less Burner Co.....	92
"B.C.M." Cork Co.....	80	The Moloney Co.....	59
Binks Manufacturing Co.....	71	National Aluminum Distributors, Inc.....	93
Bird & Son, Inc.....	30-45	National Bartile Roof Corp.....	56
Bonafide Genasco, Inc.....	52	Old Quaker Paint Co.....	97-98
Borg Warner Corporation.....	23	Orchard Brothers	26
Borg Warner Corp. (Ingersoll Prods. Div.)	23	Owens-Corning Fiberglas Corp.....	66-67
Brixite Manufacturing Co., Inc.....	73	Perma Products Corp.....	57
Campbell Sash Works.....	102-103	Pioneer Stone Cote Sales Co.....	60-61
Capitol Building Products Co., Inc.....	96	Reliable Distributors, Inc.....	19
Calbar Paint & Varnish Co.....	37	Reynolds Metals Co.....	14
Carbozite Protective Coatings, Inc.....	41-42	Ruberoid Co.	20-21
Philip Carey Manufacturing Co.....	31-32	Seaboard Plastics Corp.....	64
The Celotex Corporation	65	A. Shelburne Company.....	98
Certain-Teed Products Corp.....	53	Smith Asbestos Products, Inc.....	49
Chem Pro Sales Co.....	2	Smith's Hoist & Manufacturing Co.....	90-91
Dec-O-Grilles	94	Stewart-Warner Corporation	15
Dewatex Manufacturing Corp.....	18	Supradur Corporation of N. Y.....	29
Eastern Duo-Fast Corp.....	38	G. H. Tennant Co.....	78
Emco Cement Products Corp.....	76-77	The Texas Co.....	79
Feather-Lite Mfg. Co.....	33-34	United States Gypsum Co.....	46
Fire Lite Alarms.....	95	U. S. Naturalith.....	6
The Flintkote Company, Inc.....	62-63	Verflex Sales Corporation.....	108
Gregg Engineering Co.....	11	Weather-Proof Co.....	22
Hauck Manufacturing Co.....	39-40	Winter-Seal Corp.....	74-75
Hibner & Co.....	1	Wood, Wood & Wood, Inc.....	7

*Note: Booths 90 to 98, which were added after the above layout was prepared, are located in the lower left-hand corner, to the left of Parlor 1, and beneath the Service Hall. They are in the Balcony. (Nos. 81 to 89 were skipped.) Booth 56-A is in the Promenade, not far from Booth 56.)



TOM DANTZ



CARL TIMPE



TED LYONS



ELMER DITTMAR

maintenance, repair and home improvement contractors" will be presented to a person in public life, and to a person in the industry other than a contractor. The recipients, chosen by a special committee, will be speakers at the luncheon.

Built-Up Roofing Forum More Extensive

The Built-up Roofing Forum will be considerably enlarged over last year, sessions covering the entire three days.



Contractor Irvin Prickett again chairs the Built-Up Roofing Forum this year.

Two manufacturers' representatives on the general committee are spending some \$2500 on a demonstration for a single session.

Irvin Prickett, President of Irvin Prickett, Inc. of Washington, D. C. and chairman of NERSICA's Built-Up Roofing Committee will again preside over the Forum. He will chair the panel of six experts from leading manufacturers who will present the program.

Credit Financing Forum

The extensive forum on credit financing, will include not only experts from the Federal Reserve System, and Commissioner Arthur J. Frenz of FHA Title I, but a panel of leaders in the field of financing.

Among the experts from financing institutions who will sit on the panel are: William Bennett, Vice President, Industrial Bank of Commerce, New York; Jackson Chambers, President, Gramatan National Bank and Trust

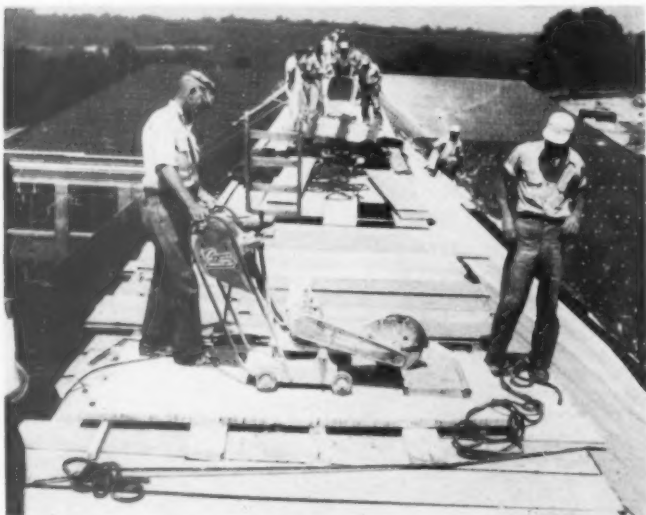
(Continued on Page 46)

Uniquely mounted power saw does job right on the roof

An unusual problem confronted the Navarro Corporation, Pittsburgh, Pa., contractor on the Continued Care Building, Somerset State Hospital, Somerset, Pa.

The problem was to install 600 squares of metal edge gypsum plank roofing on the 25 hips and valleys. The fact that the squares were very large

(Continued on Page 36)



An unusual use of a saw is shown in the photo above, where the Navarro Corporation is using it to cut gypsum planks to exact sizes needed right on the roof itself. The power saw is mounted on a "convertible" cart for easy moving. Job was done at Somerset State Hospital, in Somerset, Pa.

Get 'em signed for Fall repairs on summer homes during April, May and June

ONE of the chief banes of the roofing business is the number of days each year wasted "between jobs." Even when it is just a day, nevertheless, these days add up to a sizeable loss of valuable working time during the course of a year.

While the following is by no means a cure-all, it will help many roofing contractors to keep this loss at a minimum. At the present time this scheme is being very profitably used by a comparatively small roofing and siding contractor located in a so-called "vacation" town located less than 75 miles from New York City.

However, the same basic idea could be profitably used by even suburban and — with a slight twist — by city contractors as well.

Many New Summer Places

A large and growing roofing market is represented by the ever-increasing number of vacation homes, summer cottages and camps being built in many parts of the country. These buildings need replacement roofs and roofing repairs from time to time just as much as any other kind of house. The fact that they are only occupied during part of the year, and at that time the owners are busy enjoying themselves, plays right into the hands of the alert roofer.

The roofing contractor who developed this sales effort operates as follows: a modest newspaper campaign with ads appearing weekly during the months of April, May and June reminds summer home owners that their summer cottages may need attention, and to check the condition of the roof

be done "sometime during the Fall months."

In this way, the owner is not annoyed by the job during his vacation, and he has ample time to accumulate the necessary funds. In addition, the roofer is not battling with a definite starting and finishing date. He can take advantage of odd days during the fall months, and at the same time take care of current jobs in his regular business area. On a practical basis, one roofer who has tried this system finds that he can operate nicely, even getting to the "summer job" for only a day now and then, within a radius of 85 miles.

City Roofers Can Get Slice

This same idea can be used to good advantage by the city roofer, simply by reversing the procedure. Basically, advertising to the home owner to take care of needed roof repairs and re-roofing of his city home while the owner is away on vacation.

The chief value of this type of sale is to take up slack. While it does entail slightly higher travel time and expense, nevertheless it increases yearly volume and cuts lost time to the bone. It's a proven profit builder — try it!

By **CHARLES R. TIGHE**
Special Correspondent

the next time they go up. Direct mail, with a similar theme, is also used. Ads offer free estimates, arranged on week-ends, if it is necessary for the owner to be present, and also point out the following: Work contracted for will

Covering The World ...



**A WATER TANK ON
A LANSING, MICHIGAN
FACTORY ROOF *BURNED*
DURING A RAINSTORM!**

By Elmo

RO-TILE



Better 6 ways -

- 1 PERMANENT**—Once applied, RO-TILE should last for the life of the building.
- 2 LIGHT-WEIGHT**—The scientific design of RO-TILE shingles makes it possible to keep them at a minimum weight, without sacrificing strength. Ordinary good construction will safely support a RO-TILE roof.
- 3 ECONOMICAL**—Every RO-TILE roof will have that "million-dollar look," yet it costs no more to own than ordinary roofing. It is economical to apply and once properly installed there is practically no maintenance cost. In our opinion, no other roof will give you such a low annual cost in the long run.
- 4 FIRE-SAFE**—RO-TILE cannot burn. Fire hazards originating from the exterior of the roof are entirely eliminated. Fire insurance costs are reduced to a minimum.
- 5 WEATHER-PROOF**—We are ready, willing, and able to prove that RO-TILE roofs can withstand temperature changes ranging from the sweltering summer heat of the desert to sub-zero temperatures of a severe winter.
- 6 BEAUTIFUL**—When RO-TILE shingles, in a variety of permanent non-fading colors, go on the roof, the house is "made." The luxurious-looking shadow line and design beauty of a RO-TILE roof set it apart from all other roofs.

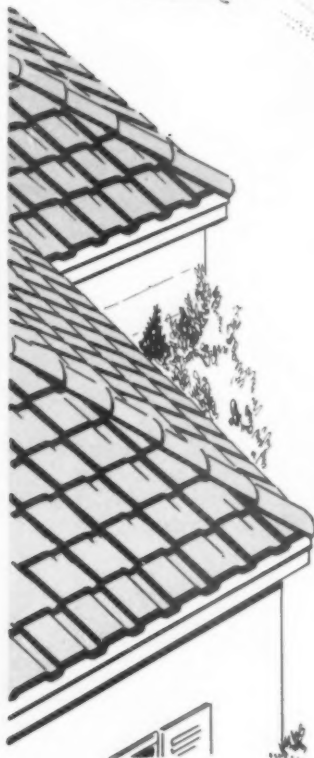
Complete Manufacturing Equipment without Royalties

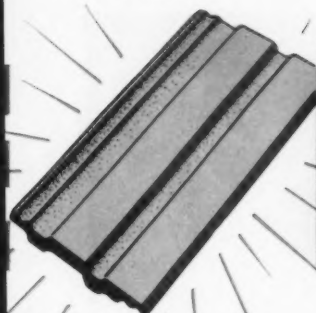
Complete equipment and the essential ingredients for making long-lasting, light-weight, economically-priced RO-TILE shingles will come with each franchise on a non-royalty basis. Improved facilities to speed production and further reduce costs are now being perfected.

Ask us about a
manufacturing franchise

Beautiful

RO-TILE





ROOF

America's finest lifetime roof - bar none

For centuries tile roofs have been used extensively throughout Europe. In America, the turn to tile has been much slower. Until recent years, American-made roofing tile has not withstood the extreme temperature changes of our northern climates. RO-TILE is the result of years of experimentation by a number of successful western tile manufacturers. It contains a number of important ingredients which give it color-fast, longer-lasting qualities in any climate.

RO-TILE shingles can be made to meet the keenest competition of other quality roofing materials. Besides, a RO-TILE roof has other advantages not combined in any other roof. RO-TILE meets all six tests of the perfect roof.

The sky's the limit on RO-TILE sales!

The rights to manufacture and distribute RO-TILE on an exclusive franchise basis in all territories not already allotted, are now being offered to responsible firms and individuals who are able to make a reasonable investment in this money-making opportunity. Established roofing firms or manufacturers of concrete masonry units will find a RO-TILE franchise to be a "natural," but previous experience and established production facilities are not essential.

Sales potential for RO-TILE Roofs are unlimited. Thousands of homes, hotels, motels, churches, and other structures have already been roofed or re-roofed with shingles of this type. The experience and know-how of the men who have helped to manufacture and install many of these roofs, together with complete equipment and basic ingredients for manufacturing and installing RO-TILE shingles, come with each franchise.

Nearly every building with a sloping roof is a good RO-TILE prospect.

National Bartile Roof Corporation whose name is now being changed to

NATIONAL TILE ROOF CORPORATION

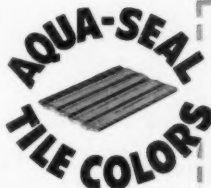
211 EAST THIRD SOUTH STREET • SALT LAKE CITY, UTAH

AQUA-SEAL

Through extensive research and experimentation, we have developed Aqua-Seal which, when used according to instructions, will standardize the quality of RO-TILE wherever produced.

MEET US AT THE
NATIONAL CONVENTION
NEW YORK CITY
MARCH 24-26

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BOOKLET



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211 East 3rd South Street
Salt Lake City, Utah

FREE BOOKLET

Please send me, without cost or obligation, a free copy of booklet, "The Story of RO-TILE."

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A roofing expert's wisdom: III

Built-up roofs: cold application

Mr. Yeager gave the most complete and concise picture of the basic problems faced in the application and maintenance of roofs ever to be presented in a single speech at a recent NAHB meeting. The third of a five-part rendition is presented this month.

THUS far our attention has been centered on hot applied construction. A word on cold processed roofs appears in order. As indicated by the name, these roofs are applied without the use of "hot stuff," either for between ply adhesive or for a surface coating.

Cold process roofs are suited to all types of deck construction on slopes of not less than $\frac{1}{2}$ " per foot and over insulation. They are better adapted to the steeper slopes than are hot applied roofs.

Felts for cold application roofs are precoated on both sides with asphalt. These coatings combine with the adhesive ply cement to form a firm bond between felts.

The adhesive ply cement sets more gradually than "hot stuff" and provides

By FRANK W. YEAGER
The Flintkote Company

Photo at top shows a recently applied roof which took 4,500 squares of cold process roofing to cover. One of the largest recent cold processing jobs, it is a cotton warehouse and compress for the valley of Texas, located in Brownsville, Texas.

a better opportunity for brooming the felts to eliminate air pockets and obtain a firm continuous bond. The weather resisting surface of the cold process roof is a heavy coating of asphalt emulsion, brush or spray applied. The structure of the asphalt coat which, resulting from the setting of this emulsion, is such that it makes possible the use of softer and therefore more durable, asphalt without danger of running or sagging even on steep slopes. The durability of this emulsion coat under service conditions is greater than that of a hot asphalt coating of equal thickness.

Cold process adhesive and surface coatings have the advantage of being

specially formulated and prepared for a specific use in manufacturing plants where conditions permit the selection of asphalts and other components with full consideration of their durability and suitability for roof construction. Furthermore, because heating during application is eliminated, these materials go on the roof in an unchanged condition which assures full realization in service of their initial durability.

Application Details

So far as application details are concerned, mention should be made of the advisability of unrolling the felts, cutting them into 18 foot lengths and stacking in flat piles to take out roll curvature previous to laying. The ply cement requires only the customary care and storage and application. However, the asphalt emulsion should be kept from freezing temperatures while in storage, and for best results, application should be done at atmospheric temperatures not lower than about 45°F.

Because no heating kettles and handling of hot stuff are involved, the cold

process lends itself most readily to mechanized operation by the use of spray application of both the adhesive cement and the final coating.

Brush Application

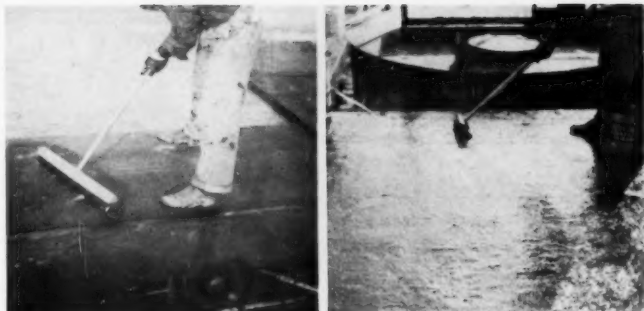
With brush application, control, both as to uniformity and total quantity, can be secured by spot pouring the proper amounts followed by spreading by brush. Care should be taken to avoid the application of the emulsion coat when showers of rain appear likely to occur within several hours after application.

Cold process roofs are receiving wider attention because of their satisfactory serviceability and the advantages they offer with respect to ease of application, elimination of "hot stuff" with its attendant hazards, better suitability for steeper slopes, and simplified maintenance as compared with gravel or slag surfaced roofs.

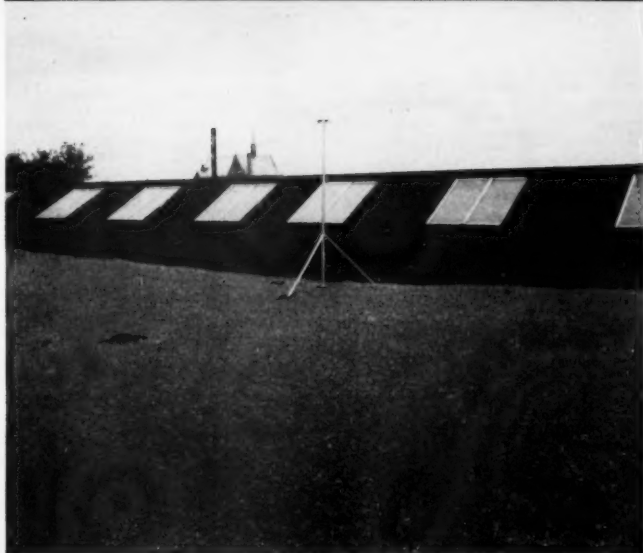
Mechanical Equipment

A word might well be said here about the increasing use of mechanical devices such as pumps and hose for delivering "hot stuff" to the roof, spraying equipment for the application of fluid materials, felt laying machines, and roof scrapers, for removing old roofs. This trend is a natural result of increasing labor costs, and the desire to hold skilled labor in application crews through improved working conditions. Some of these devices will, of course, be of major advantage on large unobstructed deck areas. However, a wider use of mechanized equipment which meets the test of experience should contribute definitely to better roof application.

(Next month Mr. Yeager discusses flashings and insulation under built-up roofs.)



With brush application, control, both as to uniformity and total quantity, can be secured by spot pouring the proper amounts followed by spreading by brush. Care should be taken to avoid the application of the emulsion coat when showers of rain appear likely to occur within several hours after application.



All photos courtesy The Flintkote Company

Right, above: Over a deck with a decided inline smooth surfaced application such as cold process roofing would be suitable. Right: This photo shows use of a slag surfaced roof on the flat deck area and a smooth surfaced cold process roof on the steep saw-tooth area.

Globe Expands Sales Force

Albert A. Atkins has been appointed to the Globe Roofing Products Co., Inc. and Globe Siding Products Company sales staff and has been assigned the state of Ohio, according to Harry F. Altheide, Executive Vice President of Globe Roofing.

The establishment of Mr. Atkins in the Ohio area marks the first time in Globe's history that this state will be actively represented by a company salesman. Increased interest by Ohio roofing and siding companies in Globe products and an expansion in production output is making this appointment possible.

Mr. Atkins has been in the building materials field since 1929, having worked for and with lumber dealers both in the capacity of yard manager and manufacturers representative. In 1940 and 1941 he was employed by the Celotex Corporation, moving to the National Gypsum Company in 1941 to do promotional work on this company's general line. Most recently he owned and operated the Wolverine Insulating Company of Pontiac, Battle Creek and Kalamazoo, Michigan.

* * *

F. E. Dutcher Named District Mgr. Milwaukee Area By J-M

Walter C. Wendland, 2525 North Harding Boulevard, Wauwatosa, Wisconsin, Milwaukee District Manager of the Johns-Manville Building Products Division, has announced the appointment today of Francis E. Dutcher, 4828 North Idlewild Bay, as his successor.

Mr. Wendland is retiring after a 40 year career with Johns-Manville in line with the established retirement plan of the company. He is well known in the area having been Milwaukee District Manager of the J-M Building Products Division for the past twenty years. The territory includes the State of Wisconsin and several adjacent states.

The change in local management was made effective on October 1 by R. S. Hammond, Vice President of Johns-Manville Sales Corporation and General Sales Manager of the Division.

Joseph E. Kindregan of Cincinnati will assume the post of Assistant Milwaukee District Manager of the J-M Building Products Division.

* * *

1951 Construction Contracts Exceeded 1950 by 8 Per Cent

Total construction contract awards in 1951 for the 37 states east of the Rockies amounted to \$15,751,131,000 or 8 per cent more than 1950's total of \$14,501,055,000.

Non-residential awards for the year just ended reached \$6,822,513,000 or 31 per cent more than the 1950 total. Residential contracts amounting to \$6,205,388,000 were 8 per cent below the 1950 comparative figure.

Public and private works and utilities had a final goal of \$2,723,230,000 or 6 per cent higher than the total for the previous year.

NEWS of the Month



USG Gets NAHB Award For Better, Safer Building

"For outstanding contributions to better, safer building," United States Gypsum Company today was awarded a testimonial of the home building industry's appreciation by W. P. "Bill" Atkinson, President of the National Association of Home Builders.

Presented at NAHB's Annual Convention and Exposition in the Conrad Hilton hotel, Chicago, the citation was made to Oliver M. Knode, President, and Clarence H. Shaver, Chairman of the Board of U. S. Gypsum. The citation was given on the eve of U.S.G.'s 50th Anniversary, celebrated February 2.



Oliver M. Knode, left, President of United States Gypsum Company, and Clarence H. Shaver, Chairman of the Board of U.S.G., center, receive a testimonial of the home building industry's appreciation for their company's "outstanding contributions in research and development leadership" from W. P. "Bill" Atkinson, President of the National Association of Home Builders.

In reviewing U.S.G.'s contributions, the citation points out that through "leadership in research development of gypsum products and other fireproof materials for the basic home structure, United States Gypsum has added greater safety, strength, speed of erection and economy to home construction, while maintaining the highest building standards and practices recommended by (the home building) industry. In so doing," the citation continued, "U. S. Gypsum for half a

century has served as a constant inspiration to better housing achievements."

NAHB's Convention and Exposition this year was the largest in the history of the home builders organization. More than 17,000 delegates from almost every State in the United States attended. An audience of more than 2,000 home builders were on hand for U.S.G.'s award, which was made in Conrad Hilton's Grand Ballroom.

Red Cedar Shingle Bureau Approves Use Of Aluminum Nails

The Red Cedar Shingle Bureau has officially approved the use of aluminum nails to prevent nail staining of cedar shake and cedar shingles, it was announced by Nichols Wire & Aluminum Company.

The Red Cedar Shingle Bureau's approval of aluminum nails came after the Aluminum Research Laboratories of New Kensington, Pennsylvania, had completed extensive tests on aluminum alloy nails in red cedar siding, shakes and shingles.

"In every instance it was found that aluminum alloy nails were highly resistant to attack by the constituents leached from red cedar and did not react to product unsightly stains," a Nichols Company spokesman stated. "This is in contrast to the conspicuous stains which it was found that other types of nails caused."

Mangan Named Nat'l Sales Mgr. By Wilson-Albrecht Co.

Frank X. Mangan has been named national sales manager for the Wilson-Albrecht Co., Inc., manufacturers of Waco Steel Scaffolding equipment, according to H. P. Albrecht, president of the Minneapolis, Minn., firm.

Mangan joined Wilson-Albrecht in 1946 as a sales representative. He was formerly affiliated with Liggett & Meyers Tobacco Co. in the New York area. In 1949, Mangan was promoted to assistant sales manager for the scaffolding firm.

In his new capacity, Mangan will coordinate the sales activities of Waco's 40 national distributors, supervise general sales programs for the firm and assist in the development of new distributor outlets.

Koppers Builds New Research Center at Verona, Pa.

Koppers Company, Inc., will embark on an enlarged and more unified program of research, with a major portion of such work centered at Verona, Pa., where new laboratories are now nearing completion.

The Company has purchased a plant site it formerly leased at Verona, rearranged its buildings and added a new building, which will contain administrative offices, the Company's Research library and conference rooms.

Dr. G. F. D'Alenio, Vice President and Manager of Koppers Research Department, revealed some of the plans for the new research center.

"Within a few months, a major portion of our research will be centered at Verona," (Continued on Page 44)



ATTRACT THE BUYERS — SELL THE BEST MASTIC COATING!

Here's the reason Atomastic tops the exterior mastic field in reliability, quality, reputation and sales appeal. There are numerous Atomastic jobs in good condition today that were applied as long ago as 1932! — proof of the fine quality components and the durability which help give Atomastic its unexcelled reputation from coast to coast. Past and present performance make Atomastic easy to sell. Dealer response to our national expansion program has been terrific, but there are a few territories still open. Pressure-sealed mastics are here to stay, so get on the ground floor with the best — Atomastic! Phone, wire or write for full information today.

ATOMASTIC is the original asbestos mastic coating. It is made by an old line paint maker and is sold and applied only through reputable companies under license by the manufacturer.

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WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Shingle Undercoursing

The Ruberoid Company's new Shadowedge provides a unique, inexpensive way of "double-coursing" asbestos-cement siding shingles. It is a tapered asphalt strip approximately 1/16" thick at the head and 5/16" thick at the butt. This thick lower edge of the Shadowedge strip thrusts the lower edge of the siding shingle forward . . . thus creating a rich deep-shadow thick butt appearance which is so desirable for shingled sidewalls.



Improved appearance is only part of the story however. Shadowedge, which is essentially an asphalt weather strip, gives added insulation and more effective protection against weather. Further it makes a more durable wall because it provides a cushion for the overlapping course of siding which leads to tighter nailing and minimizes breakage of shingles during and after application. The large 12" x 36" strips go up fast and eliminate any necessity for sheathing paper or the joint strips otherwise required with asbestos-cement siding.

Shadowedge may be applied over any type of board lumber, plywood, gypsum, fibre-board, or other type of sheathing material. This is because the same fasteners or nails that secure the siding secure the Shadowedge. Conventional types of asbestos siding face nails or fasteners are used except that they need to be a little longer to accommodate the thickness of the Shadowedge strips.

While designed primarily for use with asbestos-cement siding, Shadowedge may be used with any other type of shingled or lapped siding.

Revised Withholding Tax Chart

A new and revised edition of the Delbridge Social Security and Withholding Tax Chart has just been published by Delbridge Calculating Systems, Inc., for use by payroll departments and accountants. It provides the

deductions called for by the new Revenue Act of 1951.

All computations in the new Delbridge Chart are warranted accurate by Lloyd's of London.

An important improvement in the newly revised Delbridge Chart is that both withholding tax and social security deductions are shown on the same line for each wage bracket so that both deductions may be recorded at once. This saves time and reduces the possibility of error.

The Delbridge Social Security and Withholding Tax Chart, which ran through three printings in 1950, is published in four editions, for weekly, biweekly, semimonthly and monthly payrolls. All editions include a set of tables treating daily and miscellaneous period deductions.

Mastic Spraying Pump

A new pump, the Shelburne Hi-Vol, designed specifically for speedier handling of



materials from heavy mastics to enamels and lacquers, has been announced by the A. Shelburne Co., manufacturers of heavy material spray equipment.

Engineered to requirements of contractors and industrialists who have requested the manufacturer for such a pump, the Shelburne Hi-Vol gives faster delivery by double action material pistons which force material through the lines on both up and down stroke of air motor. Production quantities of heaviest and lightest materials are assured with a steady,

even flow. Unusually powerful in construction, its 9 to 1 ratio permits spraying of material to greater heights.

The new pump is lightweight, easy to handle and saves time by pumping directly from material drum. Control of the pump is automatic by the exclusive Shelburne Model 5 Steady Flow Valve which shuts off pump and relieves all pressure when gun is not in operation.

Lap Seam Spreader

A lap seam spreader now being marketed by David Levow under the "Fitrite" trade mark can be used with one hand, leaving the other hand free to lift the overlying sheet of roofing.



The Lap Seam Spreader applies the proper uniform amount, permitting application of the required amount of cement precisely in a desired area. The Spreader will pick up cement from a container without spilling or smearing the face of the roofing.

Materials Pump Bulletin

"Open The Door To Production", a new catalog just released by the Sales Department of the Alemite Division of Stewart-Warner Corporation, will be of interest to manufacturers concerned with new methods of materials handling.

The catalog features the 22 new models of Alemite Versatal "Tornado" material pumps and includes a selection chart which enables the user to tell at a glance the type and size of pump adaptable to his particular problem. The new models are a combination of two rugged air motors and five pump tubes. These units are capable of handling, among others, such materials as underbody coatings, roofing materials, putty, caulking, sealers, paint, glue, adhesives and food products in all of their varying consistencies. They range in capacity from one-half gallon per minute to heavy volume units that are capable of pumping twenty gallons per minute.

All pump directly from original containers holding from five to 55 gallons.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

His camera records damage— P. S. roofer gets the job

ONE photograph is worth a thousand words! The business value of that old proverb which goes back as far as Confucius has readily demonstrated its value in the roofing business. Prospects who rarely ever go upstairs to determine the true condition of their top structures are more readily convinced of the need of repair when they see how it looks in black and white. The pictures tell their own story.

An applicator who is using this psychological aid with good effects is William St. Hilaire of Plainfield, N. J. Although a comparative newcomer to the locality (but an old hand in the business), St. Hilaire has swung many a sale with the aid of a small but inexpensive camera which he always carries with him when he makes his calls.

In most instances he is asked to patch a leak in the roof. But when he arrives at the site he often finds that the entire surface has deteriorated so badly there is no life left in the shingle. A patch would bring only ordinary relief and a completely new roof is needed. In that event he focuses his camera on the sore spot, passing over the better parts of the roof, has the film developed and an enlargement made, all within 24 hours and shows the prospect exactly how it looks while he or she is still thinking of the repair job.

Alongside this picture he presents a photograph of a recent job made near by so that the prospect can see at a glance "before and after" views. The effect is electric! In practically every case the pictures themselves offer the convincing argument that the roofer was right and the order is given for a complete renovation.

This photographic approach comes naturally to St. Hilaire who has been

an ardent amateur since boyhood. He disdains the use of expensive equipment, however, with filters and all the fine arts employed by the professional. All the average roofer needs for this work, he points out, is a small, inexpensive camera which may cost \$15 or thereabouts with flashlight attachments. Taking good photos is not complicated and the small investment it entails is more than made up in the business obtained.

Another aspect of St. Hilaire's ingenuity is shown in his successful attempt to spread out work over the winter season by building up siding jobs. This is done by soliciting orders for a protective coat of paint over asbestos siding shingles, wood and stucco brick siding or any other type of siding. One of the effective sales arguments used is that the primer seals the asphalt from running through.

Special equipment is retained in the shop for this operation including an air tank, compressor, paint tank and spray gun.

To build up volume for the winter season when work is ordinarily scarce, the firm offers a price reduction of about 10% if the job is done during that time. Orders at the special rate are solicited during the summer and fall months and held in abeyance for the colder weather. Unless a prospect is in urgent need of the job immediately, which is rarely the case, he will usually be glad to wait and get the benefit of the better price.

When roofing and siding jobs fall off, St. Hilaire makes the rounds of the factories offering to do commercial spraying as well as house painting. This type of solicitation has paid off. At one time he received a sub-contract

(Continued on Page 40)



William St. Hilaire, camera in hand, in working clothes and ready to photograph serious roof damage at a moment's notice, stands near his place of business in Plainfield, New Jersey. One of his trucks is parked on the street, to his right.

USE THE KNIFE THAT CUTS WORKING TIME!



R. Murphy Stay-Sharp Roofing Knife



Here is a knife that cuts time on every job. No tearing . . . no time lost in trimming . . . when you use the famous R. Murphy Stay-Sharp Roofing Knife. Gives you a keen edge on every job! Specially-tempered steel blade holds up under roughest usage. Blade and "Proper Grip" handle precision-riveted. No play. No wobble.

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Apprentice Mechanics Needed

(Continued from Page 17)

last year. While there can be no comparison, of course, in the number of workers employed, there was a 23 percent employment increase in construction men during 1951, as compared with an increase of less than 2 percent in the number of workers engaged in manufacturing.

Looking Ahead

What the work-load will be for construction men before the end of 1952 cannot be prophesied, but certainly the first part of this year looks as if it were going to be about the busiest months the industry has so far encountered. While the home building program, which has been underway since the end of World War II, and approached 11 billion in dollar volume in 1951 will decline this year, industrial plant building will continue for some time.

According to estimates of the Bureau of Labor Statistics expenditures for new industrial plant construction during this year are expected to reach approximately 3 3/4 billion dollars. This is nearly a billion more than last year. These figures include private and public outlays, including those for atomic energy plants, ordnance plants, military and Naval depots.

In addition to the plant expansion, 60,000 defense housing units have been programmed for this year by the Federal Housing Administration, and the number is expected to increase considerably in critical defense production areas.

What this building program will mean in terms of work force is not certain. In the plant building projects of the Atomic Energy Commission alone, 46,730 construction men are now employed. How many more workers will be needed to build the atomic energy plants, the additional steel mills and other plants cannot be predicted.

One thing is certain, however, and that is that any let-down in the training of apprentices is unthinkable. There has never been an adequate number of apprentices employed to provide for the skilled workers needed, and the present emergency has given an added jolt to the construction industry—an

awakening as never before to the necessity to extend and accelerate apprentice training activities.

Need for Craftsmen in Roofing Trade

The deficiency of craftsmen in the roofing trade is especially serious. Every plant that is built during this year and future years—every house, every school, every store, every public building—must be roofed over. To provide for the craftsmen required in your trade new young blood should be fed continuously into their ranks through apprenticeship. And it is not being done—and never has been—consistently and continuously. According to the records of apprentices registered with the Bureau of Apprenticeship and the State apprenticeship agencies, only 400 young men are in training today in the roofing trade. That is only a fraction of the number who should be employed.

The word "complacency" should be struck out of the apprenticeship vocabulary. Apprentice training is a No. 1 MUST in every trade and industry. It must be a never-ending activity if a trade is to maintain the full quota of skilled workers required. There is a constant turnover of craftsmen. Their ranks are depleted in the long run due to retirement, death or other causes.

There is also a turnover of apprentices—and this is especially serious in the roofing trade. A large proportion of apprentices in every trade, and especially in the roofing trade, do not carry on until they complete their full term of apprenticeship. Many of them leave because of misfits in a trade, and find that they are better suited for a different kind of work. Others leave because of the temptation of higher pay offered in other jobs, not realizing that they will be far better off financially when they reach the status of full-fledged journeymen.

Coming Soon:

An Important Discussion on FHA Acceptance of Insulating Siding for New Homes.

With Pictures of Successful Projects.


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**Automatic Nailer Now
Used On Roof Sheathing**

Used on large construction jobs in Southern California and now available nationally on a rental basis is the new automatic tool known as the National Nu-Matic Nailer, for sub floors and roof sheathing. This machine cuts nailing costs by one third, it is claimed, and is the only one of its kind manufactured today.



... Here is a close-up shot of the new automatic and pneumatic nailing machine for sub-floors and roof sheathing. Photo was taken atop 21-acre roof of new Chrysler plant in Los Angeles. Machine and one operator nailed down entire roof, keeping four crews of men busy laying planks. It would have taken 12 carpenters with hammers to do the job in the same time, it is estimated.

The machine is operated by compressed air. The operator guides it with a foot stirrup, moving his foot along to each nailing position, and working the handle up and down to set nails in place for the hammer, which works by hand trigger. The hammer pounds nails a thousand times per minute. The machine will nail a minimum of 5,000 square feet per day (1 x 6 on 16-in. centers) and 100 nails per minute. Using 6d common to 20d common nails, it is practical up to 4-12 pitch and weighs 30 pounds.

Adjustable for left or right handed and tall or short operators, the machine requires 12 cubic feet of air with pressure at 90 pounds. 100 feet of 1/2 inch hose is recommended. A hopper holds 500 nails, with feed automatically. Nails are countersunk to prevent damage to roof coverings. In the case of nailing sub-floors, the laying of hardwood flooring is not hindered by the usual protruding nail heads.

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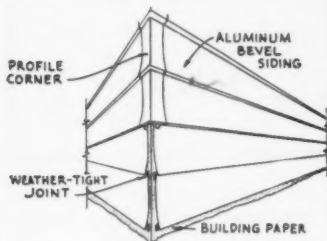
State

Kinks and Short Cuts

Handy Tips for Builders

Here are four tips that I use often. They work.

7—To avoid cracking or breaking plaster when driving a nail into it, warm the nail and dip it in hot paraffin before driving it.



2—If you're working around electric wires, take an old bicycle tire or garden hose, slit it lengthwise, and cover the wires. Just be careful that everything is dry and that you don't touch the wires when placing and removing the cover.

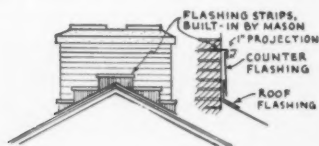
3—To remove an obstinate screw, heat a poker or spike red hot. Apply it to the head of the screw for a few seconds. The screw can then be easily removed.

4—To prevent the bottom of a ladder from slipping on waxed or glossy floors, slip an old pair of tennis shoes onto the "feet" of the ladder.—Lester Congleton, Asheville, N. C.

(Practical Builder)

Easy Way to Flash a Chimney

To flash a chimney without nailing or soldering, have the mason build in



metal strips projecting 1 in. outside of the face of the brick. Cut counter-flashing under the metal strips and over the regular roof flashing, bending the built-in strips over the counter-

(Continued on Page 36)

CALBAR CAULKING COMPOUND in 26 PERMANENT COLORS



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all building materials

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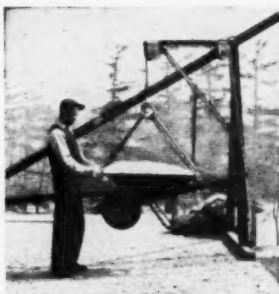
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See CLASSIFIED
ADS — Page 46

Kinks & Shortcuts

(Continued from Page 35)

flashing and clinching in place. Where the roof is parallel to the brick courses use one built-in strip. Where the roof slopes, the strips will have to be stepped as in sketch.—Joseph Swenson, Summit, N. J.

(Practical Builder)

Roof Saw

(Continued from Page 22)

and the working area was confined to a space six feet wide and forty feet from the ground, limited the possible solutions.

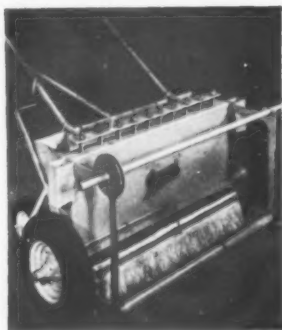
The on-the-job photos illustrate a new type of power saw, the equipment chosen as best qualified for the job. It consists of the cutting head from their Model HD Clipper Masonry Saw, which they removed and placed on the especially designed four wheel "Convertible" Cart. This enabled the workmen to place the gypsum plank on the roof and cut the desired lengths to exact size with perfectly straight smooth edges.

Mr. E. M. Smith, Superintendent on this job, stated that not only did they solve a difficult problem but effected a savings of 65% in time and labor.

100% Mechanized Roof

(Continued from Page 19)

applicators as well as for the mechanical handling of gravel. To our knowledge therefore it is the first job completely mechanized.



The automatic felt-layer shown in detail.

This newly developed gravel spreading and transporting equipment is now being put into volume production for distribution to the entire roofing industry, and is available on a nation-wide basis.

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March, 1952

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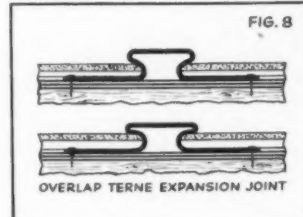
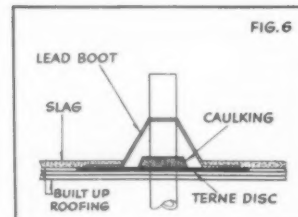
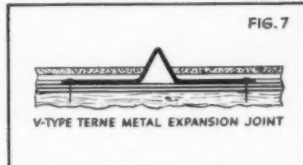
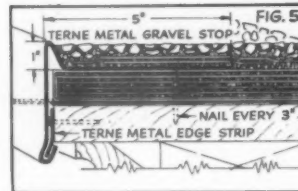
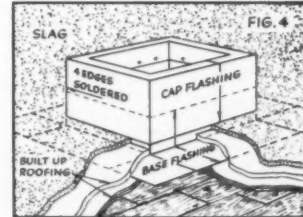
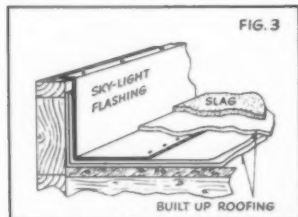
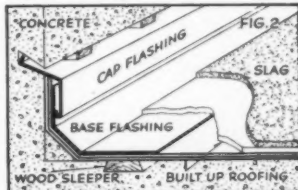
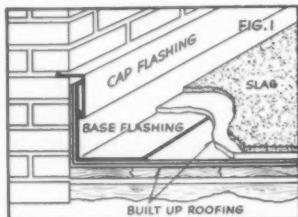
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How To Flash Critical Areas With Metal Roofing Material

ONE of the problems encountered by roofers who apply composition roofs is that it tends to pull away from skylights, chimneys and other roof structures. A major problem is the maintenance of a good seal between the roof and chimneys, parapets and side walls of adjacent buildings. Here, the constant flexing of the roofing material because of temperature changes results in cracking, and eventually water leaks through.

According to the latest issue of "Terne Topics," a paper "published for sheet metal contractors in the interests of Terne Metal Roofing," the solution is simple. The publication quotes the advice of a manufacturer of composition roofing, who says: "Use metal in critical areas."

Flashing these critical areas with terne metal, says the paper, leaves the built-up material free to "creep" as it expands or contracts without buckling



or cracking, since it is not carried up to the wall. Even where contraction leaves a space between the wall and the edge of the roofing, the flashing gives complete protection.

Figure 1 shows a method of flashing a brick wall, parapet or chimney when composition roofing is laid on a wood deck. Figure 2 demonstrates a method which can be used with concrete walls and deck.

Similar methods are applicable to flashing around brick or concrete pent-houses, skylights, ventilator shafts, trapdoor openings and other roof structures. Flashing for a wood pent-house would be similar to that used between a porch roof and the side of a building.

One way of flashing a skylight is shown in Figure 3. Figure 4 shows flashing for a ventilator or trapdoor. In openings such as the latter, it is considered wise practice to carry the metal completely over the top of the wood and fasten it on the inside.

Figure 5 illustrates a good example of a terne metal gravel stop with drip edge. Plenty of roofing cement should be used to insure a watertight seal between piles on the deck.

Another place where the contraction of composition roofing may cause trouble is around vent pipes. This problem may be solved by using a 6" collar of terne around the pipe (Figure 6) and then installing a lead boot on the pipe in the usual manner. If desired, the boot may also be of terne, soldered to the collar.

When roofs are very large, expansion and contraction may be great enough to cause trouble in localized areas. In such cases, it becomes necessary to provide joints at intervals. Figure 7 shows a typical V-type expansion joint protecting three layers of built-up roofing capped by a layer of slag roof.

In Figure 8, the overlapped terne metal expansion joint is malletted down tightly over the slag roof layer. In both examples, the expansion joints run in the same direction as the pitch of the roof. Joints such as these are recommended at 20-foot intervals on large roof areas.

Starting Next Month:

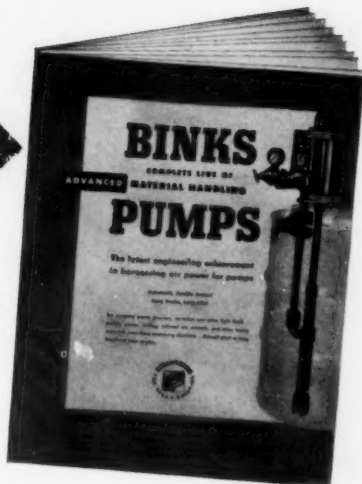
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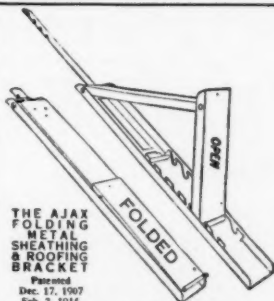
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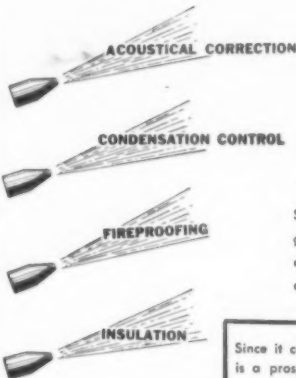


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Models of Chimney Flashing Exhibited



"Now is the time to use sheet copper wisely," says Henry E. Voegeli, American Brass Company development engineer, at left. Here Voegeli and H. F. Soper, Woodbury, Conn., model builder inspect the miniatures which incorporate in full detail, recently-developed copper flashing designs. The models were displayed as a part of the brass company's exhibit at the National Home Builders Exposition in Chicago last January.

P.S. Roofer Gets Job

(Continued from Page 31)

to spray paint on mail-boxes for a manufacturer and received enough business to keep himself and his crew of six applicators well engaged during the dull season.

Another good market has been developed in used or existing houses. Because of governmental curbs in new dwelling production, there has been a great impetus in modernization throughout the country. Taking advantage of this condition, St. Hilaire points out that his spray coating work on siding will improve the appearance of the dwelling and increase its potential selling value as well as making it look better for the occupants. Realtors, especially, have been readily convinced by this argument and are highly vulnerable to orders for this work.

The firm's commanding location at the corner of East Second street and Netherwood avenue has had a great deal to do in attracting walk-in business. Since the site is in a residential

neighborhood, many homeowners who are thinking of roofing and siding improvements will walk in, attracted by the store's appearance alone as well as its window displays in which samples of various shingles and roofing material are shown. The store is open six days a week and there is always a young lady on hand to answer queries so that persons who are merely thinking of a job are often persuaded to go right ahead with it after a visit there.

In fact the first order the company received was from a neighboring resident who had a little patch job to do and walked into the store to get details on it. The firm makes a practice of sticking sign posts in front of all its jobs and this too, although a common practice in the trade, still rates very high in its advertising and merchandising value.

Prompt For Appointments

St. Hilaire is a stickler for keeping on time when making appointments and points out that many an order has been lost by a tardy roofer. "If a man meets a prospect strictly on the dot, he builds up confidence and dependability and this has a great deal to do with getting the business," he states. "It may sound like a little thing, but I've found out that it's mighty important in good business relations, especially in the roofing trade, which to speak frankly, has a bad reputation in this respect."

Although a comparative newcomer to the locality and to the state of New Jersey as well, St. Hilaire has built up a good practice and reputation in his area by such enterprising practices. He was attracted to Plainfield one summer when he did some work for a contractor, liked the section, and after a preliminary survey found that he could be off to a good start there—and subsequent events proved that he was right.

St. Hilaire is a native of Maine and comes from a family which has been roofers for generations. He started in the business seven years ago in Skowhegan and was momentarily interrupted by a term in the armed service. His kinsfolk, however, are well known in the roofing trade in that state, one of his cousins operating six companies in Lewiston and Auburn.

When he first entered business in Plainfield, he was associated with his brother who later dropped out, leaving him as sole owner.

NOW! Alemite Versatal Pumps

help you spray 45 squares per hour



3 ways better. Look!

1. Lowers Costs through Easier Application

With Alemite Versatal Equipment, the roofer uses a light 5 foot spray head and light flexible hose. This eliminates carrying of materials by hand—insures a better, more profitable roofing job.

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No burns are possible when you spray cold applications with Versatal Equipment. No buckets or drums to hoist to the roof. Compressor and drums remain on the ground.

3. Increases Profits with Modern Equipment

With Barrel-to-Roof Versatal Equipment you can pump from the original container direct to the point of application using as much as 300 feet of hose. This is the modern, more profitable way to apply roofing.

Be sure to see the Versatal display—Booth Number 15—NERSICA convention, Hotel Statler, New York. March 24, 25, 26.



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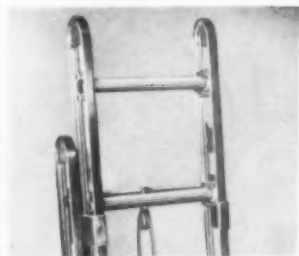
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End plates are double swaged into reinforced rung sections. Withstand 4600 inch pounds torque test. An exclusive feature on all Werner extensions and single ladders.

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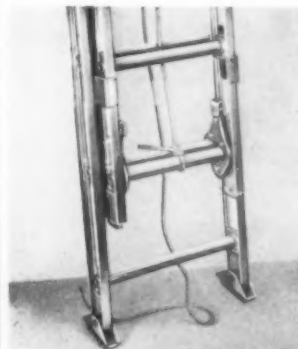
Eliminates dead weight — Easier and more comfortable to grip and handle. Saves up to 50% of your physical strength.

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Fewer Roof Conflagrations Reflect Wide Use of Fire-Resistant Materials



Flammable roofing has dropped to fourth place in the United States and Canada, as a cause of conflagrations.

Flammable roofing was the largest single contributing factor to conflagrations in the United States and Canada in the first quarter of this century, reports the National Fire Protection Association, but dropped to fourth place in 1926-50.

Terming this significant, the NFPA says the decline of flammable roofing as a source of conflagrations in the last 25 years reflects the increasing use of fire-resistant roof coverings, such as asphalt shingles which now protect most American homes.

Forty-four conflagrations, destroying large numbers of buildings and covering wide areas, which occurred during 1901-1925 were attributed to flammable roofing, or 25 percent of the 173 major fires.

Flammable roofing in the last 25 years is listed as contributing to 21 conflagrations, or 10 percent of the total. Leading causes of such fires now are high wind, inadequate water distribution systems and lack of exposure protection (unprotected openings in buildings).

Aluminum Production Capacity Soon To Reach All-Time Highs

Aluminum production has now reached an annual rate of 860,000 tons a year, compared to the 735,000-ton rate of June, 1950. By 1954, the aluminum expansion program will result in production at over twice the annual rate of mid-1950, and twelve times the rate of 1939.

The expansion program that has been launched to meet the needs of defense mobilization—particularly for building aircraft—consists of three parts:

1. Plants which had been in standby condition since World War II have reactivated, adding about 77,000 tons to the annual supply.

2. Expansion of existing plants will ultimately add capacity of 100,000 tons.

The addition at Jones Mills, Arkansas, amounting to 23,000 tons capacity, was completed in July, while others are under way at Point Comfort, Texas, Troutdale, Oregon, and Longview and Spokane, Washington.

3. Most important, new plants with a total capacity of 570,000 tons are being built. The largest of these—with an ultimate capacity of 200,000 tons, or as much as the entire U. S. production before World War II—started producing at Chalmette, Louisiana, in December.

Some progress is being made in expanding fabricating capacity for aluminum. Certain producers have been authorized to expand capacity to produce rod and bar stock needed for the

production of forgings and wire mill products, and it may be necessary to expand forging capacity.

To date, there have been no shortages of raw materials necessary for aluminum production. However, later in 1952 fluorspar and sulfuric acid may be in such short supply that the production of aluminum may be affected.

Selling Salesman Knows Value Says Sales Mgr.

By CLEM LAND

General Sales Mgr.
Jones & Brown, Inc.

THERE are the same peculiarities in selling as there are in buying, according to Clem Land, General Sales Mgr., Jones & Brown, Inc. The only difference in a buyer and seller is exactly indicated by the seat you sit in. The fact remains that neither is worth his salt if he does not know the value of what he buys or what he sells.



CLEM LAND

The cynic is one who knows the price of everything and the value of nothing. I didn't make that statement; I saw it printed somewhere . . . but it seems to be a point well-taken. How often have you heard the comment on a highly-priced piece of merchandise: "that's too expensive" or "I can get so-and-so's for so much cheaper".

"Expensive" and "cheaper" are unrain words. Nothing is really expensive unless you cannot get the value you wish from it . . . and nothing is more expensive than buying an item "cheaper", when it cannot do all that you want it to do. Unquestionably you get what you pay for . . . and, generally

The Kettle with Flash-Proof Flues

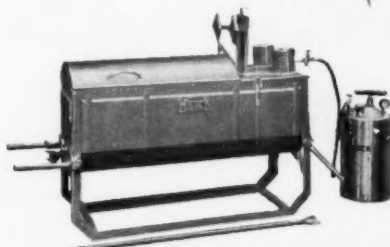
SPEED-MASTER

Gives You More "Hot Stuff" Faster—
For Half the Fuel



Trailer Kettle on Pneumatic Tires (above);
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The Hauck "Speed-Master"—the acknowledged leader in kettle design and performance—doubles your output, cuts fuel, labor, melting and cleaning time in half. Investigate these outstanding kettle features.



Skid Type Kettle—in 40, 55, 80, 115
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- ✓ Internal Tube Heating for faster melting and easier cleaning.
- ✓ Improved Well Type Burner for horizontal firing and close flame control.
- ✓ Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.
- ✓ All Insulated Kettle for comfortable operation.
- ✓ Quick-Delivery Cock for faster draw-off.
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The lightest, most versatile cutter on the market. Almost automatic in action, the cutter feeder pulls material toward cutter blades. Does every necessary job quickly and easily. Weighs about 7 pounds. Very efficient in cutting out corners . . . \$18.65 post paid.

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Cuts fast and accurately all types of sheet or shingle products, shears straight and matches to fit any application. Shingles be marked by each edge as usual and cut across, the one mark guiding the cut straight. Weighs only 4½ pounds, 24" long. Price . . . \$8.25 post paid. Both cutters are made of heavy steel plate and tempered against wear and will give years of service.

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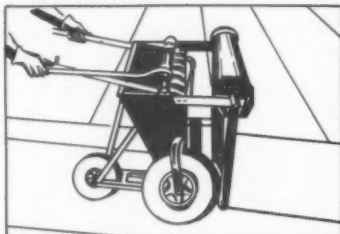
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Enables you to work on windy days. Wind cannot blow paper away.
No Hot-Stuff wasted—valves in Felt Layer regulate flow.
Even flow of Hot-Stuff doesn't overwork mopper.
2 pounds of yarn last for 5000 squares.

The MATT FELT LAYER is not made only for the big jobs. It can be used on practically any flat roof from 50 squares up. It's a wonder . . . and will even do strip mopping and tacking. Just what you contractors need these days to cut expenses. Your men will like it too, because it lessens fatigue. Machine is strong and sturdy—any one of your crew can learn to operate it.

Unrolls and cements 150 feet of felt in less than one minute.
Saves hard physical labor of pulling felt and hand mop pushing.

Does the neatest job of felt laying you ever saw.

**SEE US AT THE SHOW—
OR WRITE FOR CIRCULAR**

**MATT COIL-LESS BURNER CO.
4015 W. LAKE ST. CHICAGO 24, ILL.**

speaking, you pay too much if you underestimate the value of a product. If your judgment is guided by "price", watch out You're in for a shellacking!

There it is in a nut-shell. As a buyer, I would look at a product for what it's worth, considering everything connected with it . . . then, I would look at the price to determine if my company can get the full value from that product and turn it into profits. As a salesman, I would pass on what I know about my product to my customer and show him how he can earn money by knowing the complete story. It may not be the features nor the "know-how" that sells a product, but they sure go a long way in making the product a lasting one on a buyer's list.

It's a good thing to remember that the value of what you have is more important than what you pay for it . . . when you're thinking of expense.

—Sales Builder

Minerals & Felts Go Into Asphalt Shingles

Asphalt has been found to be more nearly waterproof than any other road surfacing material of major importance. Of the 650,000 miles of paved roads in the United States, more than 500,000 miles are asphalt-surfaced.

Although asphalt gives its name to asphalt roofing, it is not the only material that goes into an asphalt shingle.

Starts As A Piece Of Roofing Felt

An asphalt shingle starts as a piece of roofing felt. The felt is impregnated with asphalt and then coated with more asphalt. Mineral granules—little bits of stone—are embedded in the surface.

Unlike a road, however, asphalt roofing is not always black. Numerous solid and blended colors are made by ceramically firing color pigments into the mineral granules. The color that is applied to the roofing in this way is permanently fixed.

News of the Month

(Continued from Page 28)

he said, "and by 1953 we may have nearly 200 chemists, physicists, engineers and technicians working there. Considerable new

equipment is being installed in the laboratories and they will be modern in every way."

Pump Div. Added By Binks; K. W. Osterstrom To Manage

The Binks Manufacturing Company, Chicago, Ill., makers of spray painting and finishing equipment, has added a Pump Division. This division, which deals primarily with material handling pumps, enables Binks to offer users of spray finishing equipment a more complete line from one source.



KARL W. OSTERSTROM

Burke B. Roche, President, announces that Karl W. Osterstrom—a specialist in the design and development of air-operated hydraulic pump—has been appointed manager of the new Pump Division, in charge of Sales, Engineering and Development.

Mr. Osterstrom is considered one of the nation's outstanding authorities on air-operated material handling pumps. Before coming to Binks, he was in charge of research and development for leading manufacturers of air-operated pumping equipment.

Mr. Osterstrom is the originator of the process by which air-operated material handling pumps can be used to spray both light and heavy materials. He has played a prominent part in the development of this type of equipment in many fields, ranging from the circulation and application of paints and fine finishes to the spraying of heavy roofing compounds and exterior wall coatings.

Emerson Named Northern Div. Sales Mgr., Bird & Son

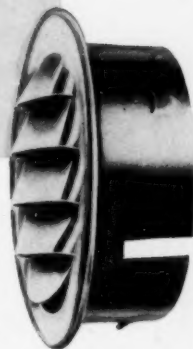
Richard H. Emerson has been named Northern Division Sales Manager of the Building Materials Division, Bird & Son, Inc., East Walpole, Mass., manufacturers of asphalt shingles, roofings and sidings. Mr. Emerson is a Yale man, class of '32, and until his promotion, sold for Bird & Son in eastern Connecticut.

T. E. Miller, Jr., has recently been appointed sales representative in the Hartford-New London area, also for the Building Materials Division.

Mr. Miller has been associated with the Bird & Son sales organization for over eleven years. He moves to this Connecticut area from Portland, Maine, where he has been the Bird representative since his return from war service.

SIDEWALL INSULATION is EASIER TO SELL when you also install "MIDGET LOUVERS!"

An easier sale—an extra profit—a "reputation protector" for you. Midget Louvers do a great job—ventilating sidewalls and help prevent condensation and moisture blistering of paint. Just drill a hole—and push all-aluminum Midget into place—no nails or screws are needed. Use on flat or peaked roofs, eaves and soffits, gables, unexcavated areas, etc. Midget Louvers have built-in insect screens, and snap-on covers are available.



For indoors, use the new "LD" Midget on finished basement walls, cupboards, closets, etc. Both styles made in 5 sizes, 1" to 4". Write for full information.



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MIDGET LOUVER CO.
6-8 WALL STREET • NORWALK, CONN.

For Big Jobs or Little Ones . . .

Cost-Conscious
Contractors Prefer

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SECTIONAL STEEL SCAFFOLDING

The time you save means extra profits! It's easy to handle and assemble extra-strong, prefabricated "TROUBLE SAVER" Sectional Steel Scaffolding. NO TOOLS REQUIRED. "Trouble Saver" can be used for almost any roofing job. Approved by Underwriters' Laboratories, Inc.

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"TROUBLE SAVER" Sectional Scaffolds • Steel Scaffold Brackets • Adjustable Steel Trusses

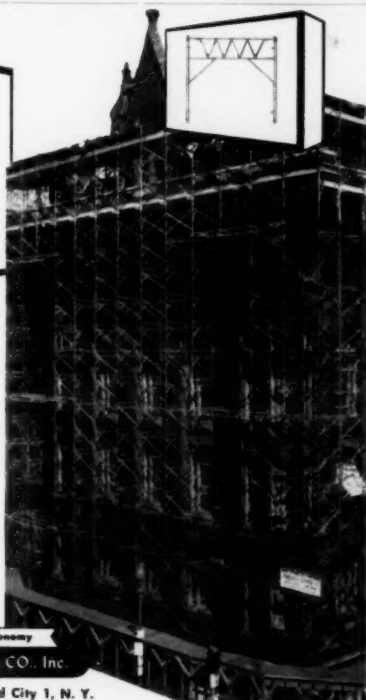
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Nersica Convention

(Continued from Page 22)

Company, New York; Hugh Dunbar, Vice-President, City Bank, Detroit; and Elwyn "Doc" Pond, Allied Building Credits, Los Angeles.

Mystery Session

The "Session 6-6" will feature a talk entitled "Through the Looking Glass" by Reuel W. Elton, General Manager, American Trade Association Executives, who directs an organization of over 1500 executives from every important trade association in the United States.

Registration Information

"The Registration Package" for the three day convention and exposition, including all forum sessions, functions and three luncheons, is fifteen dollars.



PRESIDENT CRUDELE

One-day registration, which will include all sessions in that particular day, but no admission to the luncheons, is priced at \$5. Individual luncheon tickets are priced at \$5 each, for each luncheon.

Rates at the Hotel Statler are about as follows, all per day, European plan: Single & Bath: \$5 to \$9.50

Double & Bath: \$8 to \$12

Twin Bedroom and Bath: \$9 to \$15 Suite, Including Living Room, Bedroom and Bath: \$20 to \$25.

Ladies Program

Every contractor who registers will be permitted to register his wife for a special Ladies Program. This program, as yet not completely filled in, includes a sight-seeing trip, luncheon, and orchids for each lady.

CONTRACTORS:

Bring pictures of good jobs, kinks ideas and editorial suggestions to American Roofer & Siding Contractor booth at Nersica show. Entire editorial staff will be on hand to greet you.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

SALES HELP WANTED

SALES MANAGER WANTED: Opportunity for ambitious, experienced man to organize and expand specialty business. Nationally advertised product. Large territory. Salary and commission. References required. Reply Building Specialties and Equipment Co., 4571 Washtenaw Rd., Ypsilanti, Mich. 3-52

SPECIALTY SALESMEN: WANTED by national manufacturer to open up new distributors for revolutionary home improvement product. Must be familiar with consumer selling operations and capable of working with and organizing dealers' sales force. Men with proven sales records and accustomed to earning over \$12,000 annually may qualify for district sales managers position. Write, stating full particulars in first letter, for appointment with national sales director, Box 350, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

MISCELLANEOUS

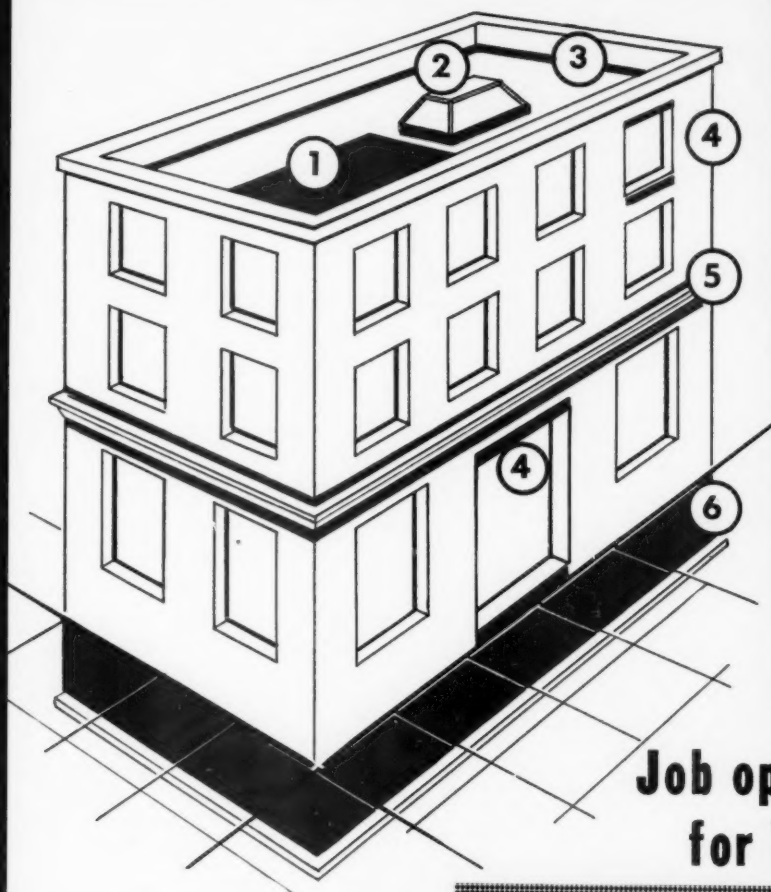
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- 4 Window and Door flashing
- 5 Cornice flashing
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- Caulking Compounds
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There's more profit for you in finest-quality Karnak membrane fabric. Karnak fabric applies smoothly, easily. Surfaces should first be thoroughly cleaned, then coated with Karnak asphalt roof coating into which is rolled the fabric. A covering coat of roof coating or Karnak cement completes the operation.

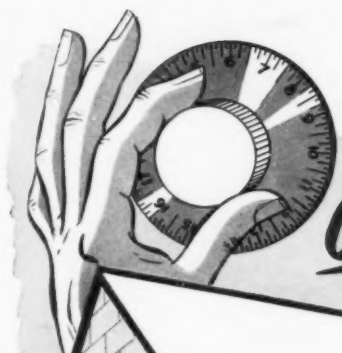
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